

CONSUMPTION OF TOBACCO AND NICOTINE PRODUCTS IN UKRAINE:

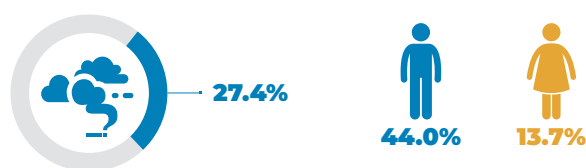
SOCIOLOGICAL SURVEY RESULTS AMONG ADULTS AGED 18+

April 2023. Key findings

1. Consumption of tobacco and nicotine products

Consumption of any types of tobacco and nicotine products

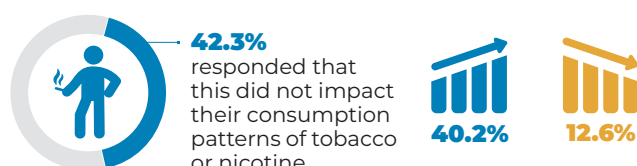
- Current smokers: **27.4%** (44.0% of men and 13.7% of women);



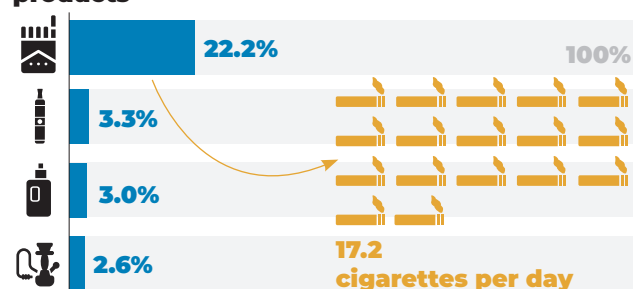
- Daily smokers: **23.0%** (37.5% of men and 11.1% of women);
- Occasional smokers: **6.8%** (10.3% of men and 3.8% of women).

Since the beginning of the full-scale war in Ukraine:

- 42.3%** responded that this did not impact their consumption patterns of tobacco or nicotine;
- 40.2%** responded that they started consuming more or significantly more tobacco or nicotine;
- 12.6%** said they started consuming less or significantly less.



Structure of consumption of tobacco and nicotine products



Electronic cigarettes

- 3.3%** use electronic cigarettes or other vaping devices (4.2% of men and 2.5% of women).

Heated tobacco products

- 3.0%** consume heated tobacco products (3.4% of men and 2.7% of women).

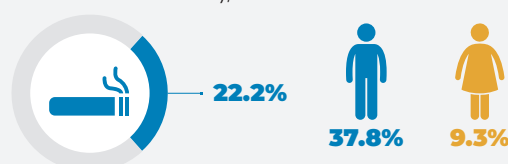
Waterpipe with tobacco

- Current smokers — **2.6%**;
- Waterpipe smokers are generally young people: the biggest share of **8.9%** is among those aged 18-29;
- During a smoking session, the smokers share the pipe (waterpipe) with two other smokers on average (which also creates a risk of spreading infectious diseases).



Consumptions of cigarettes

- 83.3%** of smokers of types of tobacco products² consume manufactured cigarettes;
- Current smokers of cigarettes: **22.2%** (37.8% of men and 9.3% of women);



- Daily smokers of cigarettes: **19.5%** (33.3% of men and 8.1% of women);
- Occasional smokers of cigarettes: **2.7%** (4.5% of men and 1.2% of women);

- 41.0%** of women (current smokers of cigarettes) smoke only slim cigarettes;

- Daily smokers of cigarettes consume, on average, **17.2 cigarettes per day** (men — 18.6, women — 12.5). The expenses per smoker can be estimated at **25,112 UAH per year**³, with an average price of a pack of cigarettes at 80 UAH.

- For those who tried smoking traditional tobacco products at least once, the average age of the first trial is 17 y. o. (15 y. o. men and 19 y. o. women). On average, people become daily smokers at 19 (men — at 18, women — at 22).

1 Current tobacco or nicotine users are people who, at the time of the survey, informed that they consume at least one type of the products included in the survey daily or less than daily.

2 Current users of all types of tobacco products are people who responded that they currently use any tobacco products (including traditional tobacco products, waterpipes with tobacco, heated tobacco products or smokeless tobacco) daily or less than daily.

3 WHO Country Office in Ukraine: taking into consideration the fact that average cost of a pack of cigarettes in Ukraine at the time of the survey was 80 UAH, the following calculations can be made: 1) 80 UAH: 20 cigarettes = 4 UAH/cigarettes. 2) 4 UAH X 17.2 cigarettes/per day = 68.8 UAH/per day; 68.8 UAH/per day x 365 days/1 year = 25 112 UAH/year.

2. Education and smoking

Education is a factor for the lower smoking prevalence.

Among the respondents with higher education, current daily smokers constitute **14,8%**, with incomplete high education — **22,6%**, and with professional education (vocational school or lyceum) or lower — **25,0%**.

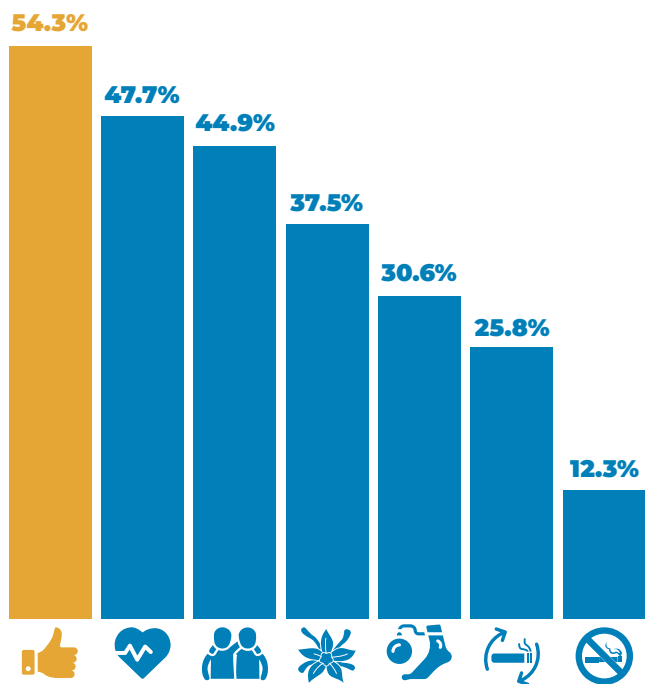


Education is a factor for self-health care. Among smokers with high education, **30,7%** referred to doctors, with incomplete high education — **18,1%**, and with professional education (vocational school or lyceum) or lower — **14,6%**.

3. Reasons for using heated tobacco products and e-cigarettes

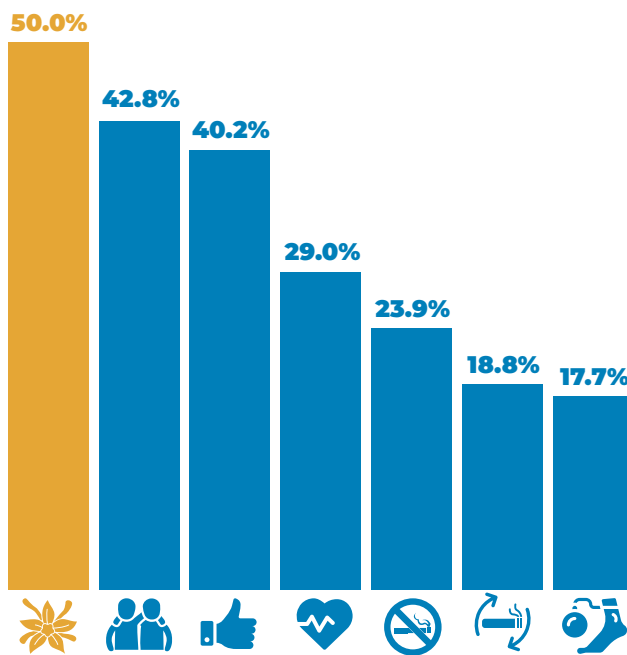
Current smokers of heated tobacco products mentioned the following reasons why they use them:

- **4.3%** — possibility of using them where tobacco smoking was prohibited;
- **47.7%** — it is less «harmful» than tobacco smoking;
- **44.9%** — consumption by their friends or relatives;
- **37.5%** — because they like their tastes and flavours;
- **30.6%** — addicted to them;
- **25.8%** — not to return to smoking tobacco;
- **12.3%** — to quit smoking tobacco.



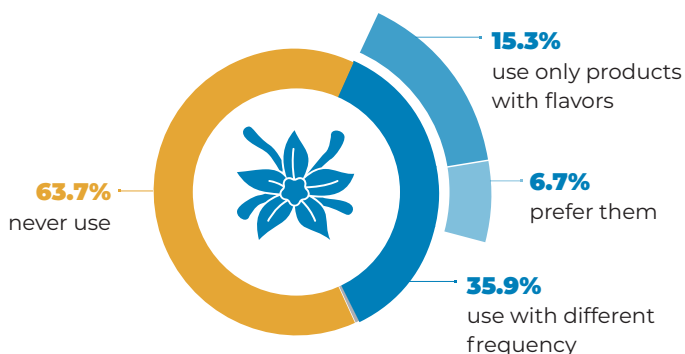
Current smokers of electronic cigarettes mentioned the following reasons why they use them:

- **50.0%** — nice taste or flavour;
- **42.8%** — consumption by their friends or relatives;
- **40.2%** — possibility of using them where tobacco smoking was prohibited;
- **29.0%** — «reduced harm»;
- **23.9%** — to quit smoking by switching to e-cigarettes;
- **18.8%** — not to return to smoking tobacco;
- **17.7%** — addicted to e-cigarettes.



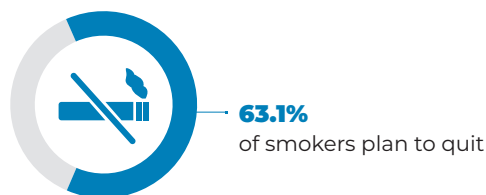
Consumption of any type of tobacco or nicotine products with flavours

- **22.0%** use products with flavours: **15.3%** — **only flavoured products** and **6.7%** prefer such products;
- **63.7%** never use flavoured products;
- Women and young people are the main consumers of flavoured products, which are always used by:
 - **29.8%** of women;
 - **29.8%** of people aged 18-29;
 - **18.8%** of people aged 30-40.



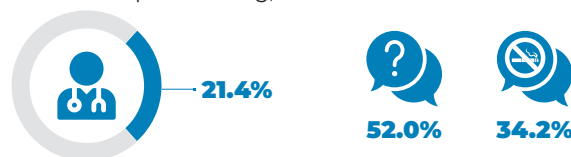
4. Cessation (current smokers of cigarettes or waterpipes during the last 12 months)

- **63.1%** plan to quit smoking, however only **7.1%** would like to do that next month, and **16.4%** feel they need professional assistance to stop smoking;



- **41.8%** of both former smokers who stopped smoking in the last 12 months and current smokers of traditional tobacco products or waterpipes made attempts to stop smoking over the past year, but only 6.3% were able to abstain for more than 6 months;
- **36.3%** of current smokers of traditional products or waterpipes made unsuccessful attempts to stop smoking over the last 12 months;
- **48.2%** of those who tried to stop smoking in the past year were driven by health concerns;

- **21.4%** of current and former smokers who stopped smoking in the past year visited a doctor or other health care professional. Doctors asked **52.0%** of such smokers about their smoking status, and only **34.2%** of them were advised to quit smoking;



- **87.3% of current and former smokers, who tried to quit smoking, did not seek any external assistance, except:**

- **8.1%** searching the piece of advice in the literature or in the internet
- **7.6%** had a nicotine replacement therapy or other medications;
- **1.7%** sought counselling or online consultations;
- **1.2%** sought face-to-face consultations, including at medical facilities.

5. Impact of secondhand smoke (last 30 days)

- **28.8%** of respondents informed that they are exposed to tobacco smoke at their homes, including **23.9%** of non-smokers among them;
- **21.7%** of employed respondents witnessed smoking at their work indoors, **16.2%** of non-smokers among them;
- **10.3%** observed smoking of HTPs at their work and **12.3%** — e-cigarettes;
- **29.5%** of visitors observed smoking at restaurants, cafes or bars. Among them, **18.6%** — waterpipes, **12.9%** — HTPs and **10.9%** — cigarettes, **19.0%** witnessed smoking of e-cigarettes;

- **6.9%** — of passengers witnessed smoking in public transport;
- **6.2%** — in government institutions;

- **26.7%** of respondents noticed that after the beginning of the full-scale war, people around them started smoking more, and **45.6%** did not notice any changes.



6. Public awareness and advertising of tobacco (last 30 days)

- **65.6%** noticed some information against the use of tobacco or nicotine products;
- The main source of this information was the Internet (**35.8%**), posters in health care facilities (**31.1%**), TV (**28.1%**) and information on the billboards (**26.0%**);

- **37.8% of respondents observed advertisements or other information promoting sales of tobacco or nicotine products;**

- Most common sources of such advertising were point of sales (**22.5%**), the Internet (**22.4%**), billboards (**10.2%**) or TV (**7.9%**).



35.8%



31.1%



28.1%



26.0%



22.5%



22.4%



10.2%

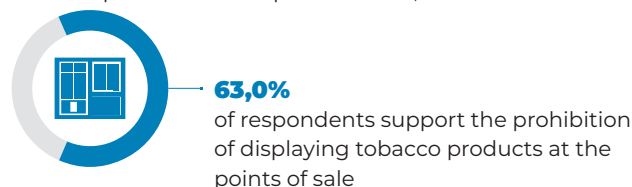


7.9%

7. Knowledge, attitude, and perception

- **95.2%** know that smoking causes serious health problems;
- **87.4%** know that secondhand smoking is harmful to non-smokers;
- **Nearly 75%** of respondents think that smoking e-cigarettes and HTPs is addictive and can cause serious health problems;
- **69.5%** of respondents are persuaded that waterpipes smoking is harmful;

- **63.0%** of respondents support the prohibition of displaying tobacco products at the points of sale;



	Total	Gender		Age groups				Type of residence	
		Male	Female	18-29	30-44	45-59	60+	Urban	Rural
Current smokers of tobacco and nicotine products	27.4%	44.0%	13.7%	36.1%	35.8%	29.4%	12.5%	28.0%	26.4%
Current daily smokers of tobacco and nicotine products	23.0%	37.5%	11.1%	24.2%	30.2%	27.0%	11.6%	23.8%	21.6%
Current occasional smokers of tobacco and nicotine products	6.8%	10.3%	3.8%	18.8%	9.1%	3.0%	0.9%	7.5%	5.2%
Current smokers of tobacco products	26.7%	43.1%	13.1%	32.8%	35.1%	29.3%	12.5%	27.1%	26.0%
Current daily smokers of tobacco products	22.3%	36.6%	10.4%	20.7%	29.5%	27.0%	11.6%	22.7%	21.4%
Current occasional smokers of tobacco products	5.9%	9.0%	3.4%	16.5%	7.9%	2.6%	0.9%	6.5%	4.8%
Current smokers of tobacco	26.7%	43.1%	13.1%	32.8%	35.1%	29.3%	12.5%	27.1%	26.0%
Current daily smokers of tobacco	22.2%	36.5%	10.4%	20.4%	29.5%	27.0%	11.6%	22.6%	21.4%
Current occasional smokers of tobacco	5.8%	8.8%	3.4%	16.5%	7.7%	2.6%	0.9%	6.4%	4.8%
Current smokers of manufactured cigarettes	22.2%	37.8%	9.3%	22.0%	29.8%	26.2%	11.2%	21.4%	23.9%
Current daily smokers of manufactured cigarettes	19.5%	33.3%	8.1%	14.7%	26.2%	25.1%	10.5%	19.0%	20.5%
Current occasional smokers of manufactured cigarettes	2.7%	4.5%	1.2%	7.3%	3.6%	1.2%	0.7%	2.4%	3.4%
Current smokers of a waterpipe with tobacco	2.6%	3.9%	1.6%	9.8%	3.6%	0.0%	0.0%	3.6%	0.8%
Current smokers of e-cigarettes	3.3%	4.2%	2.5%	9.9%	4.9%	0.7%	0.2%	4.3%	1.3%
Current smokers of heated tobacco products	3.0%	3.4%	2.7%	7.2%	4.8%	1.6%	0.2%	4.5%	0.2%
Current smokers of or smokeless tobacco	0.1%	0.3%	0.0%	0.3%	0.2%	0.0%	0.0%	0.2%	0.0%
Current smokers of nicotine pouches	0.2%	0.3%	0.0%	0.9%	0.0%	0.0%	0.0%	0.2%	0.0%

About methodology

The survey was carried out on 4-12 April 2023 through a telephone interview. Total 2,020 adult residents of Ukraine aged 18 and older were surveyed. Random sampling of mobile phone numbers generated via random digit dialing was used. At the data processing stage, the findings were weighted in order to correspond to the gender and age structure of the permanent residents according to the data of the State Statistics Service of Ukraine as of 1 January 2022⁴. The survey sample is representative for the adult population of Ukraine (aged 18 and older). The population living in the temporarily occupied territories, where the Ukrainian mobile operators do not work, did not participate in the survey.

⁴ For the purpose of weighing and analysis the respondent's place of residence (macroregion and settlement type) before 24 February 2022 was used.